

Live Well HD Content and Distribution

The Live Well HD Network launched in April 2009

to deliver fresh, quality HD programming to viewers.

A destination where content, active viewers and your marketing message come together.

An On-Air, Online and Wireless destination; High Definition conversations.

360 degrees of content, information, participation, community.



Live Well HD Content and Distribution

Street Buzz!

"I'm glad you show the programs more than once to meet my non-routine life."

Carmelita B., Chicago, IL

"Thoughtful answers to difficult questions..."
Sally S., Beverly Hills, CA

"Where can
I order DVDs of
these programs?"
Paul, Los Angeles, CA

"I can't wait to see what is next!" Benjamin, Chicago, IL

"I appreciate authenticity.

Keep it up, please."

Maria P., King of Prussia, PA

"Thank you for quality TV..."

T. Miller, North Hollywood, CA



24% U.S. Coverage for ABC Owned Station Markets



Live Well HD Programming

The Live Well HD Network successfully launched April 2009 with six 1/2 -hour programs.

Since then, we have created over 150 original episodes, some of which are local Emmy nominees!



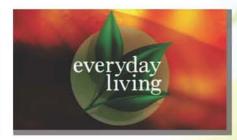




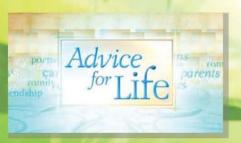


















Click on any show to jump to that page, or click here to watch a video overview.

Live Well HD Sample Schedule

Starting 1/11/10

						SATURDAY	SUNDAY
	Say Ahh						
	Lets Dish						
	One Plate						
	Evday Living						
	Green House						
	Advice Life						
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				Paid/Local			
				r ala/Local			
	Motion						
	Live Green						
	Flashdrive						
	Money						
	Mirror Mirror						
	Home w/Quinn						
				Paid/Local			
	Say Ahh						
	Lets Dish						
	One Plate						
	Evday Living						
	Green House						
	Advice Life						
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				r ala/Local			
	Motion						
	Live Green						
8:00P	Flashdrive						
	Money						
	Mirror Mirror						
9:00P	Home w/Quinn						
	Home W/Quinn	Home w/Quinn	Home w/Quim		Home w/Quinn	Home w/Quinn	Home w/Quinn
				Paid/Local		4	
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11:00P	Say Ahh						
11:30P	Lets Dish						
12:00A	One Plate						
12:30A	Evday Living						
1:00A	Green House						
	Advice Life						
	Motion						
	Live Green						
	Flashdrive						
	Money						
	Mirror Mirror						
4:30A	Home w/Quinn						



GOTTA KNOW

MIRROR MIRROR

EVERYDAY LIVING

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TALKS MONEY

LET'S DISH

HOME WITH LISA QUINN

SAVE MY PLANET

MEXICO: ONE

PLATE AT A TIME

ADVICE FOR LIFE

MY GREEN HOUSE

SAY AHH!

MOTION

Outdoor/activity program.
encourages viewers to get off the
couch
and experience the great outdoors
without going to extremes.

- Experienced adventure guide Greg Aiello hosts
- Empowers viewers to try something new –
 fun, easy-to-do outdoor activities
- •Expert advice info about gear, food, exercise
- •Stunning photography, easy-to-watch style, step-by-step graphics to make the outdoor experience exhilarating, safe and fun
- •Show explores mountain biking, kayaking, bird-watching, hiking, camping, snowmobiling, cross-country skiing as well as outdoor photography, backyard garden and more.

Produced by KFSN-TV/.com





The talent can wear your apparel and show off your gear



The talent can drive your car



The talent can go to your destinations, or use your travel services



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SAY AHH!

MIRROR MIRROR

GOTTA KNOW

Beauty show, inside and out.

A fast-paced multi-segment that tackles everything that will improve your outlook.

•Fashion trends and insider secrets: the best in make-up, hair, skincare and beauty tips, medical breakthroughs that affect how you look and feel, anti-aging therapies; what works and what doesn't, cutting-edge plastic surgery and body-savvy diet and exercise routines that can make you look years younger.

Specific shows look at:

- •No Knife Eye Lift
- Best Jeans for your butt
- •Top 10 Fashion Must-Haves on a Budget
- •Foods for Super Skin
- From Frumpy to Fabulous
- Strike a Pose: Look great in photos



Integration Opportunities



Cosmetic Corner:
The talent can
showcase
your beauty products.



The Jeans Scene: A segment can help viewers pick the style of your brand of jeans to fit their body best.



Workout Wonderwear: Your clothing line can be featured during workout featurettes.



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LET'S DISH

GOTTA KNOW

Delicious and Healthy Lifestyle.

A renowned chef serves up tantalizing dishes that make it easy for you and your family to eat right.

- •From main courses to deserts to munchies, "Let's Dish" will show you how to cook things that are good for body, mind and soul—and have fun doing it.
- •Each week viewers will experience the joy of cooking healthy. Our motto: "You never have to sacrifice delicious in order to be healthy!

Produced by WLS-TV/.com





Cook With Style,
Cook With [Your Brand]!
Be an integral part
of the delicious
featured recipes.



Outfit our kitchen with your hottest appliances!



Set The Table and Entertain Your Guests: Before and after the meal, your products can be featured.



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SAVE MY PLANET

HOME WITH LISA QUINN

Expert advice on home improvement.

A decorating how-to show that keeps both high design and your pocket book in mind

- •Inexpensive but stylish decorating solutions.
- •Simple projects around the house to improve home and lifestyle.
- •Room makeovers and overhauling outdoor spaces.
- •Tips on cleaning, recycling, decorating, holiday table settings, etc.
- •Tackling a home renovation or staging for resale.





This show is furnished by... [Your Brand]!



Color Me [Your Brand]: Paint, Carpet, Walls yours!



Plug In [Your Brand]:
Turn a house into
a hi-tech home
with your innovative
electronics equipment.



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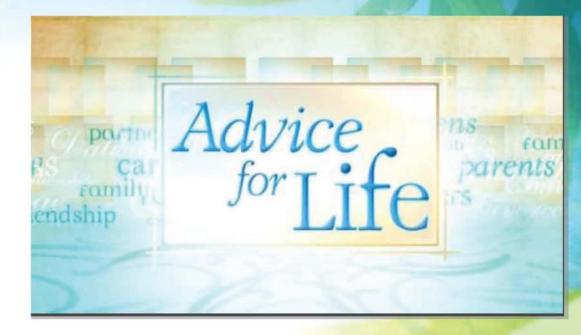
Interactive "Life Coach" advice show.

Today, coaching plays an important role in human development.

This is your answer to personal growth and overall satisfaction.

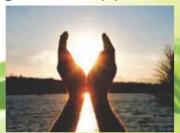
Featured Topics include:

- Stress Management
- Personal Empowerment
- Spirituality
- Emotional Intelligence
- Self-Mastery
- Balance





Investment Assessment, featuring your Financial Institution's expert advice.



Destination: Uplift Showcase how your Travel and Leisure company increases Quality of Life



Reboot Yourself: Using your company's computer technology to simplify viewers' lives.



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SAY AHH...

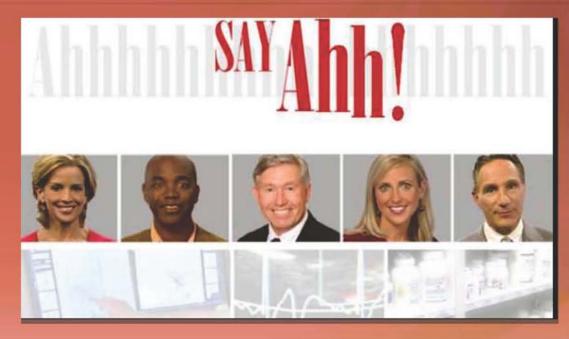
Health know-how in a heart beat. Become informed and enlightened via expert advice and compelling stories.

•Whether you're concerned about digestion or want to know more about depression, **Say Ahh...** has the answers. It's a great guide to everything health.

Featured Topics include:

- Allergies and Asthma
- Bones and Joints
- Cancer
- •Early Childhood Screening
- •Eating for a Healthy Heart
- Blood Pressure Readings

Produced by Answers Media in association with WLS-TV/.com





Your financial or insurance company can share information on how to get the most money out of your health budget



Medical Marvels with [Your Brand]



Nutrition Nation—
Your healthy food
brands show the way
to a better life.



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SAY AHH!

GOTTA KNOW.

GOTTA KNOW

Gotta Know is a weekly half hour show debuting on Live Well HD in January.

It's geared toward anyone whose life has been touched by technology....in other words, everyone.

From the millennial that eats and breathes all things digital to the baby boomer that may be ipod challenged this is a show where you'll get the low down on high tech and what's cutting edge but without the intimidation factor. Gotta Know is about making technology accessible....even fun! Those more Geek-inclined will want to hear about the latest gadgets and gizmos coming online while the soccer mom can find out how technology can help her with the kid's homework and get her out of the grocery store faster.

Fashion, Entertainment, Business, Medicine, Shopping, Sports, Aging, Cooking, Travel... you name it and Gotta **Know** will shed the spotlight on all the new gadgets, programs, applications and products that impact our everyday lives. We'll have interactive chats via skype, demos, interviews and a taste of technology's wackier side with some off the wall inventions that are sure to be the talk around the water-cooler.





Gotta share your brand!



Gotta show off your latest products!



Gotta great design?



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SAY AHH!

SAVE MY PLANET

Reducing Our Carbon Footprint. Learn how to embrace a "green" lifestyle.

•Get great advice from the experts. Learn how to live green and stay green.

Featured Topics include:

- Going Green in an Urban Environment
- Teaching Kids About Green Choices
- Energy Efficiency
- One Person Can Make a Difference

Produced by Answers Media in association with WLS-TV/.com



Integration Opportunities



Show how your brand can help green a home.



Feature eco-friendly products.



Capitalize on green décor in the home.



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MARY TALKS MONEY

GOTTA KNOW

Financial smarts for everyone.

When money matters, Mary Talks Money is here to help consumers better understand how to gain financial control of their future

Money is your guide to financial freedom. Weather your concerned about teaching your kids about money or getting yourself out of credit card debt Mary Talks Money is your answer to money management at its finest.

Featured Topics include:

- •Kids Money Management
- Friends and Money
- Credit Card Tips
- Coupons
- Shopping Smart





Get in touch with the online consumer and show them how to be more savvy with your brand



Show buyers where to spend their money



Capitalize on your brands coupons, where they are featured and more



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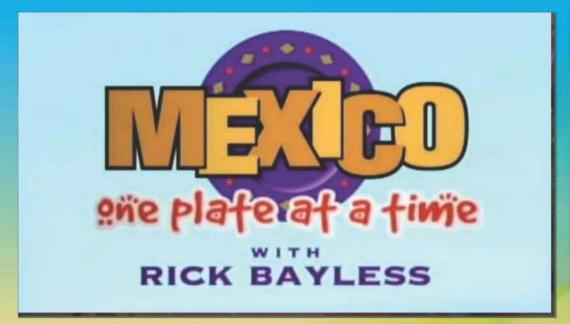
Mexico One Plate At A Time

Delicious Mexican inspired meals. Celebrate Cinco de Mayo everyday.

•Rick Bayless, the famous chef of Frontera Grill and Topolobampo in Chicago will bring Mexico to you! Rick dishes on his favorite spice pastes, chili, and how to use all the ingredients that make a Mexican meal delicious. Tune in to Mexico One Plate At A Time and create a Mexican meal right in your own home.

Featured Topics include:

- Gourmet Mexican Drinks and Beverages
- Authentic Mexican Products
- Mexican Spices and herbs
- The Flavors of Mexico
- Healthy Mexican Recipes



Integration Opportunities (online only)



Feature your brand of kitchen products



Showcase your brand of food in a recipe



Feature your products in a recipe.



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Everyday Living

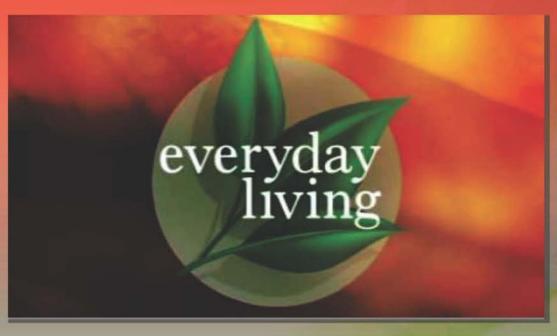
Your Guide To A Green Living. Check out these Green Living resources to help keep you become eco-friendly.

Whether you're grocery shopping or fixing up your house Everyday Living is your guide to making green-friendly decisions.

Featured Topics include:

- The Future of Food
- **Rainwater Harvesting**
- Product Purchasing

Produced by KGO-TV/.com





Feature your brand of organic products



Have the host drive your eco-friendly car



Feature your brand of home products as being energy savers.



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SAVE MY PLANET

My Green House

Saving the planet one house at a time. An environmentally friendly home refitting and lifestyle show.

 Let the Green team show you how to make better green choices.

Featured Topics include:

- Energy Efficient furnaces
- Solar Water Heaters
- Mowing the Lawn
- Recycling
- Solar Panels
- Green Meals

Produced by Program Partners



Integration Opportunities (online only)



Feature your green cleaning products.



Show viewers that your brand has the energy star label



Your green brands will help to make gardens more green than they already are.

